



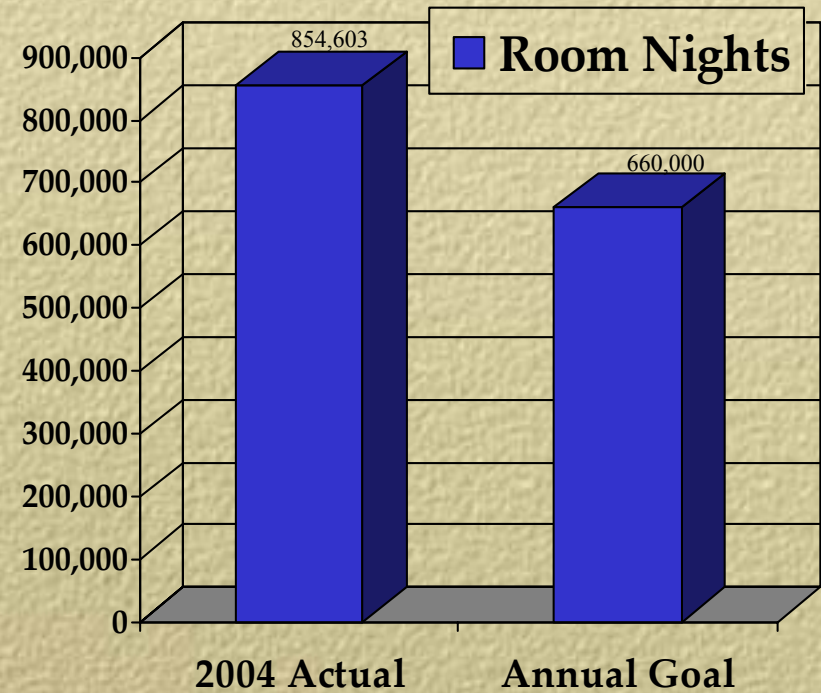
**The Ultimate Global Gathering Place**

# ***Corporate Meetings and Incentives Marketing Update***

**February 14, 2005**

# Corporate Meetings & Incentives

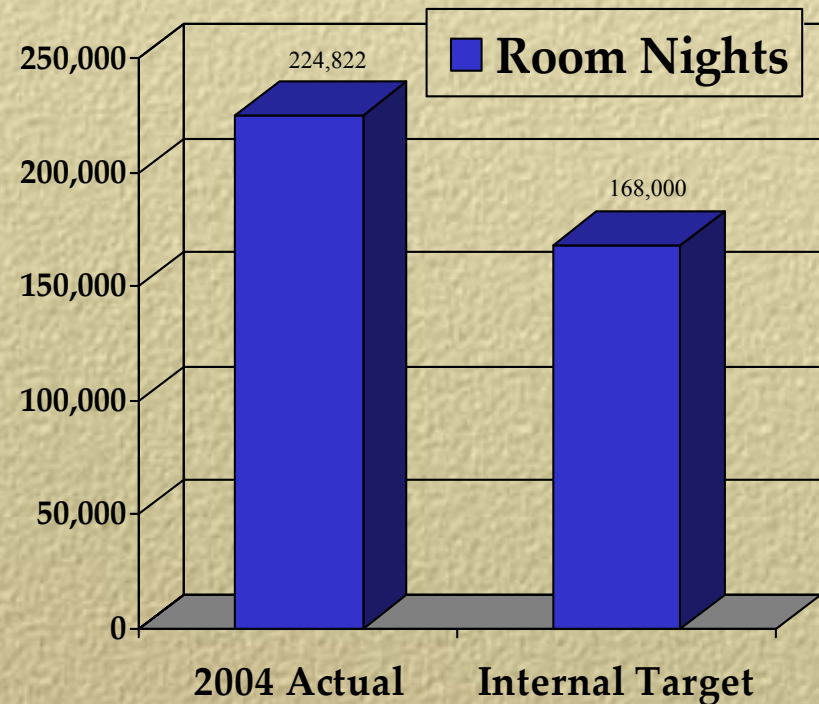
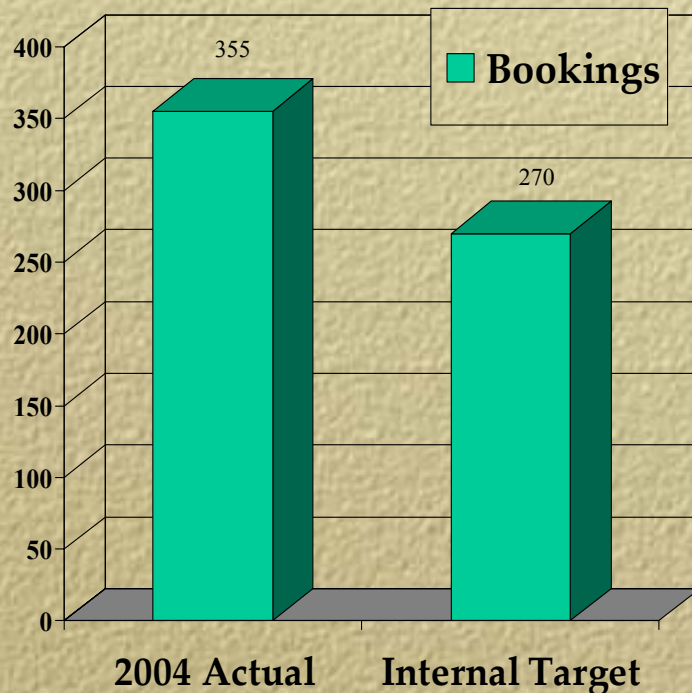
## ***Results*** ***January-December 2004*** ***Lead/Lead Room Night Production*** ***Actual vs. Annual Goals***





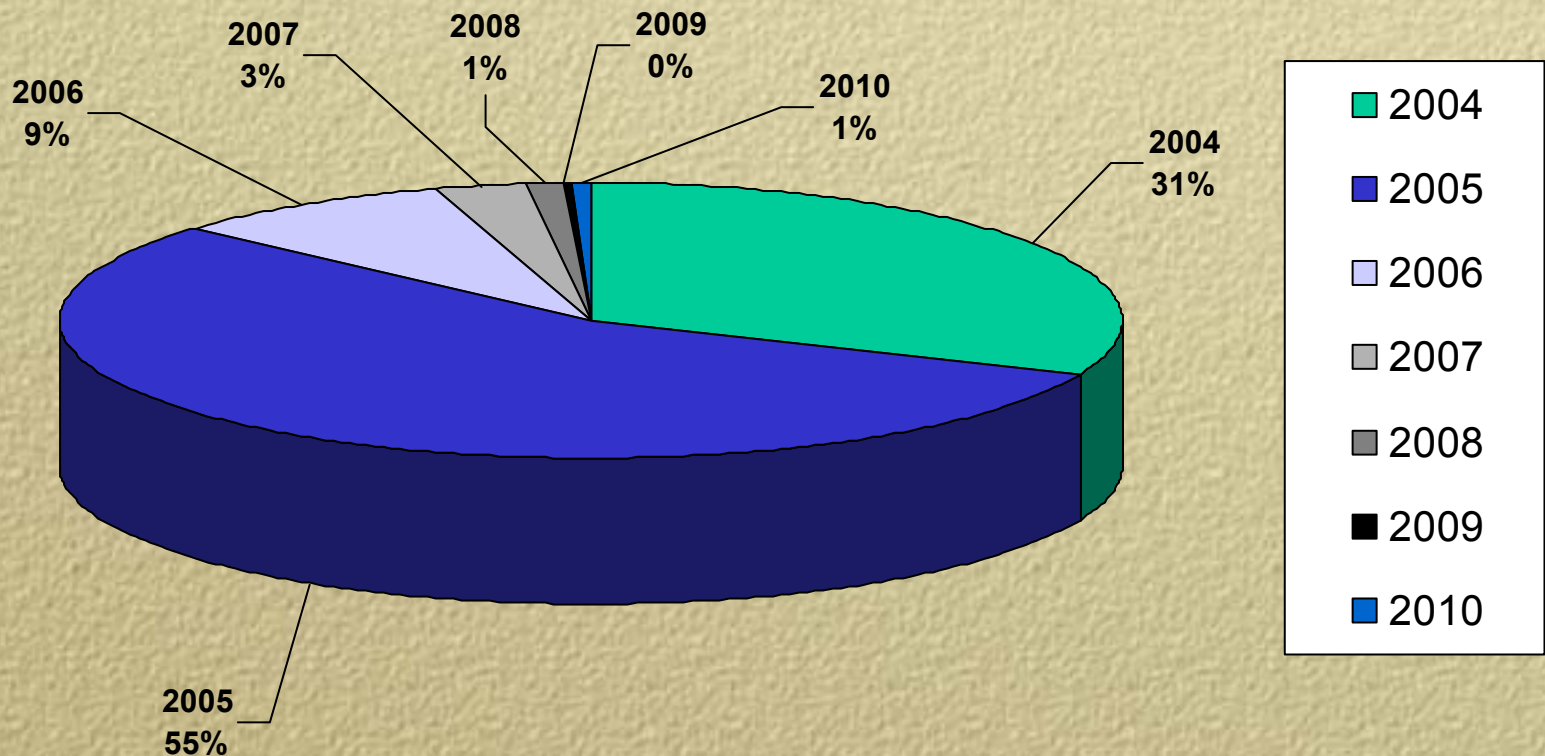
# Corporate Meetings & Incentives

## ***Results*** ***January-December 2004*** ***Bookings/Booked Room Night Production*** ***Leads to Conversion***



# Corporate Meetings & Incentives

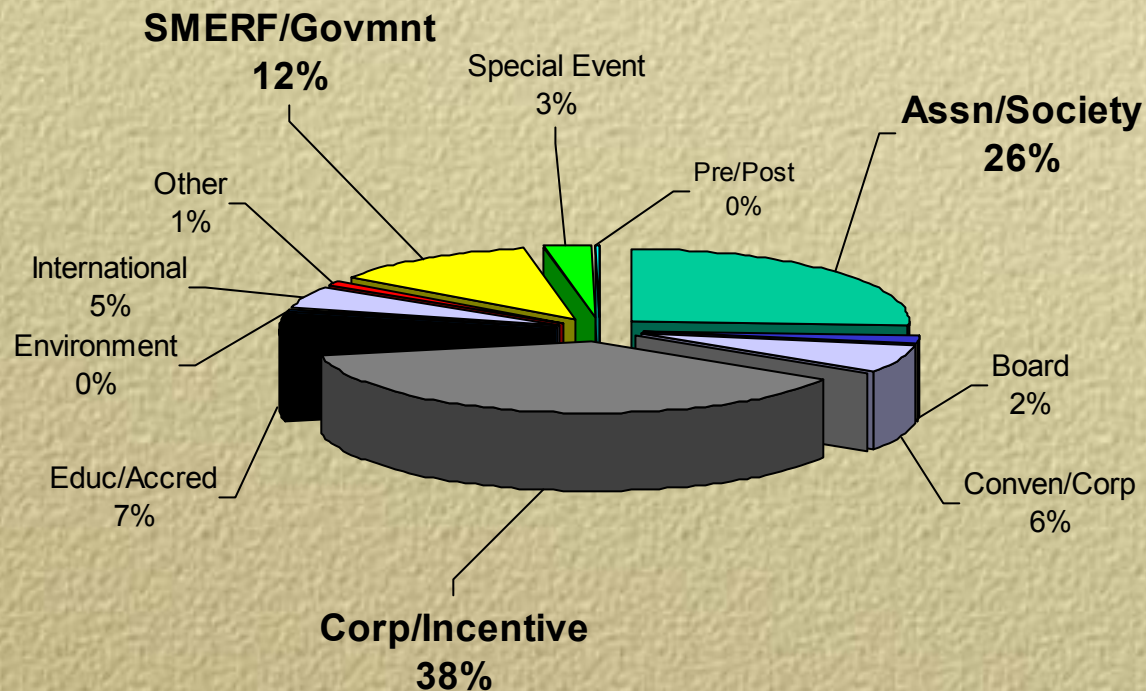
## *Results* *January-December 2004* *Bookings By Year Of Arrival*





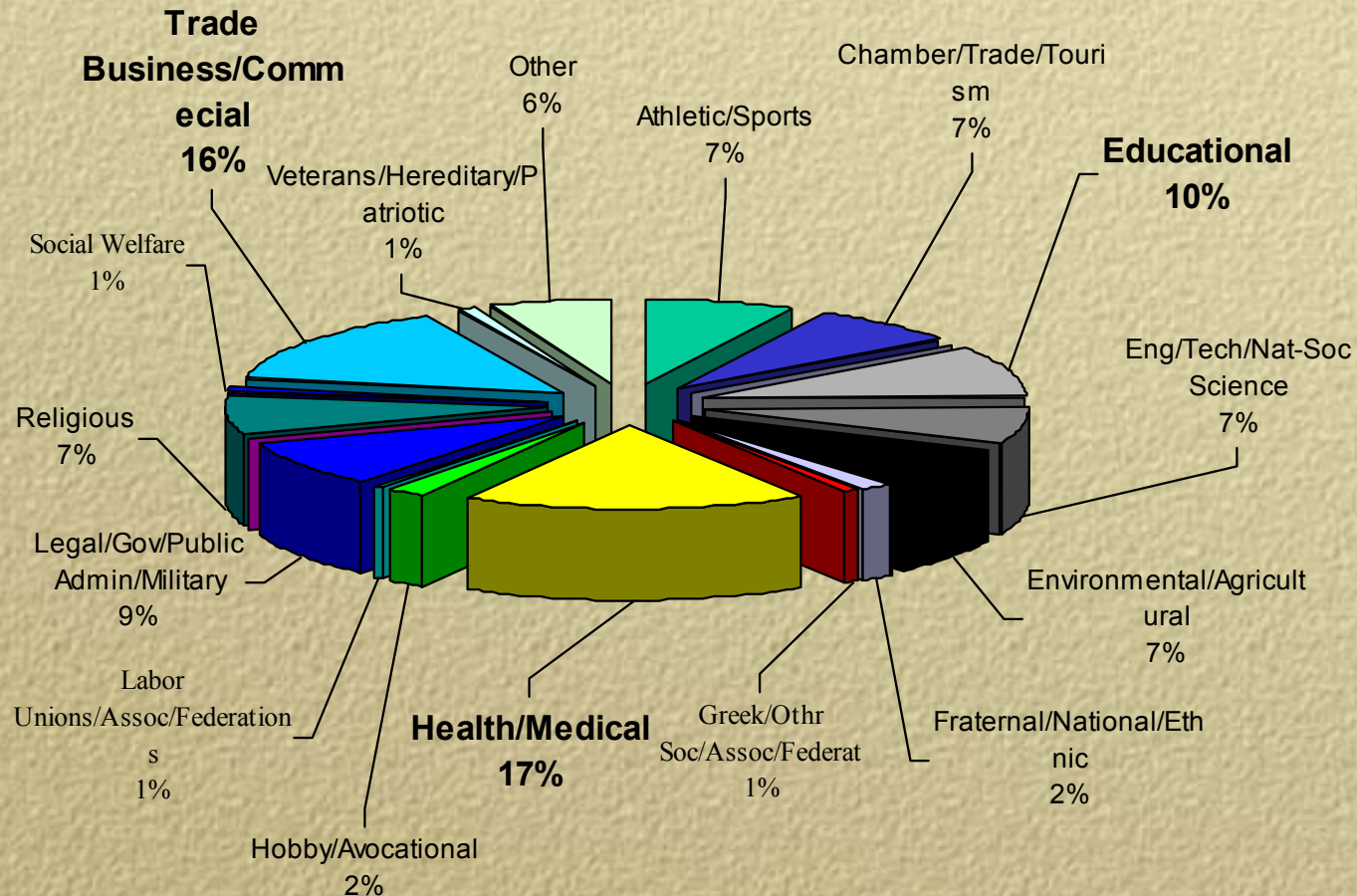
# Corporate Meetings & Incentives

## ***Results for Bookings By Meeting Types Statewide (January – December 2004)***



# Corporate Meetings & Incentives

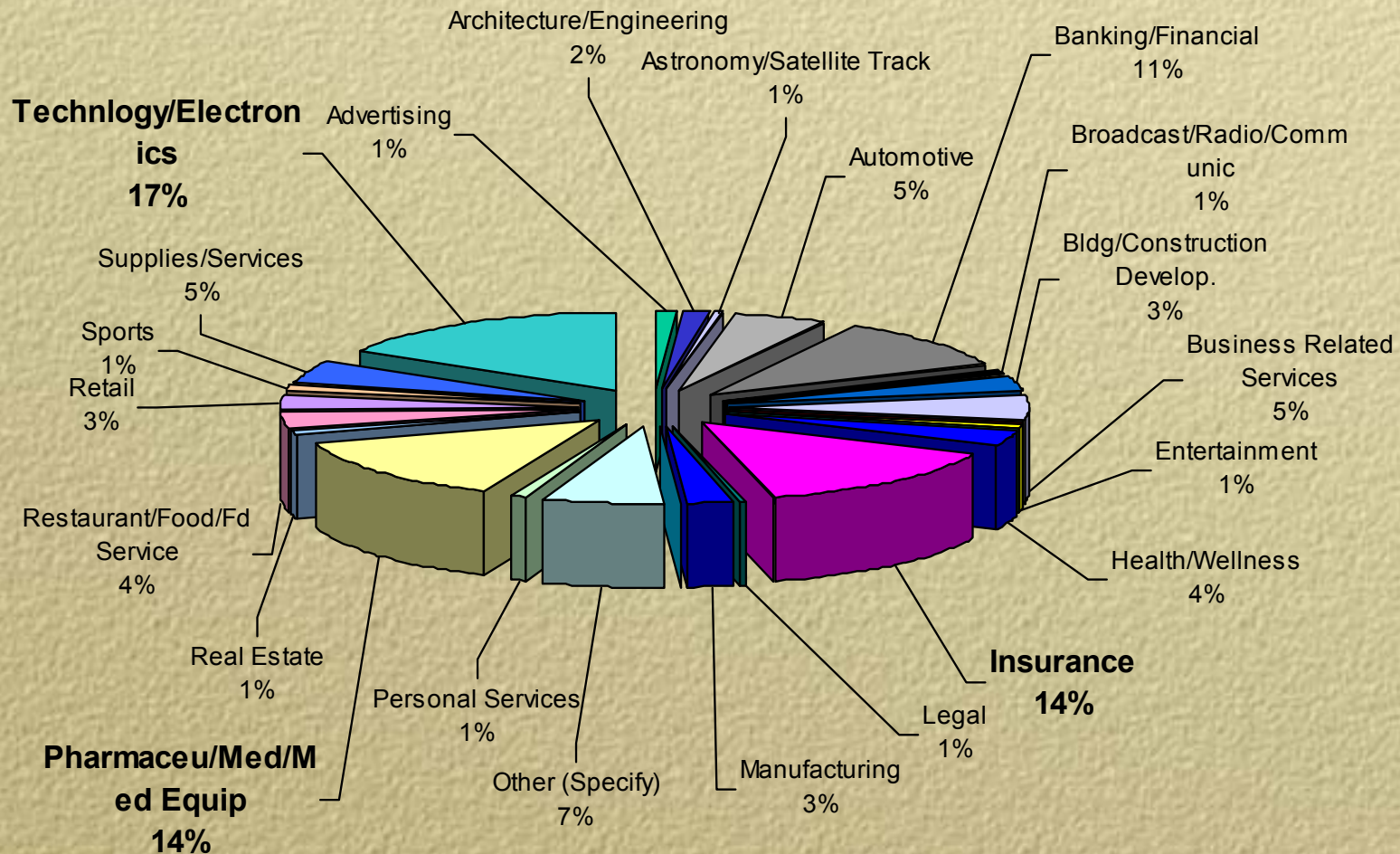
## ***Results for Bookings By Association Meeting Types Statewide (January – December 2004)***





# Corporate Meetings & Incentives

## *Results for Bookings By Corporate Meeting Types Statewide (January – December 2004)*



# Corporate Meetings & Incentives

## Results of Key Program and Marketing Activities

- Leads converted to Bookings produced an estimated **\$238 million** in visitor spending and **\$20 million** in State and County revenue
- Placed targeted advertising in major international/national and regional trade publications
- Participated and presented at 24 targeted major trade shows, conventions and conferences to promote Hawai'i
- Hosted Insurance Conference Planners Association (ICPA) meeting
- Conducted 24 client promotional events
- Executed 61 major site inspections
- Organized 4 client educational familiarization trips to Hawai'i
- Held 1 statewide press trip, 1 media event in Chicago at IT&ME
- Conducted 6 educational forums



CMI Integrated advertising with Island Chapters, client testimonial advertising



IT&ME Chicago – 52 Hawai'i companies joined HVCB at the Largest incentive show in the world



# Corporate Meetings & Incentives

## Results of Key Program and Marketing Activities

### •MEETHAWAII.COM

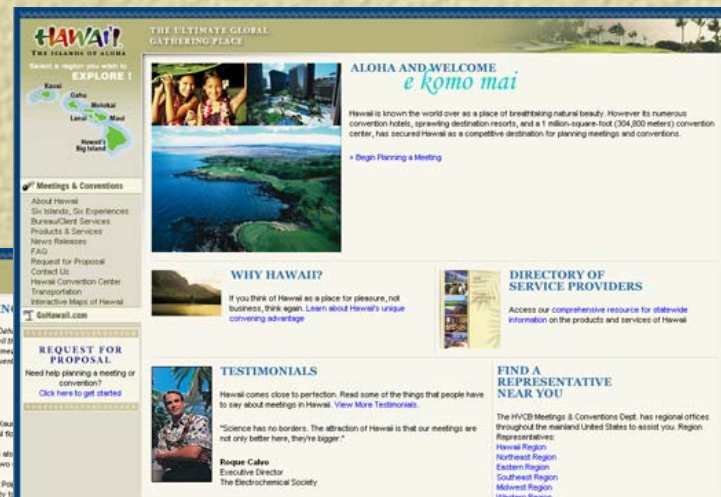
- Number of Visitors 14,578
- Unique Visits: 10,826
- Page Views: 37,400
- 69 RFP leads representing 20,413 tentative room nights

### MEETHAWAII.COM



### E-Marketing

- Quarterly Newsletters
- Kuhina Newsletters
- 2 Flash Campaigns
- 2 Online E-Postcard Campaigns



- Enhanced Images
- New Content
- Interactive Maps



## Market Trends 2005 and Beyond

- Industry will grow in coming years
  - Budgets
  - Employee Training
  - Attendees Per Event
- Measuring and demonstrating return of investment (ROI)
  - Strategically using date for planning and exceeding meeting for cost savings
  - Outsourcing to third-party providers
  - Consolidating meeting planning functions and procurement processes
- Consolidation of Preferred Vendors
  - Preferred partner relationships
  - Leverage purchasing power
- Growth in International Meetings
- Short booking windows



## Marketing Direction In 2005

- Strategies
  - Target market for optimum results
  - Expand sales through collaborative partnerships and cross-selling
  - Ensure dominant market presence at trade shows, promotional events, sales blitzes and familiarization trips
  - Increase public relations/communications activities
  - Coordinate integrated statewide CMI ad campaign to increase awareness, desire and frequency
  - Provide competitive client services

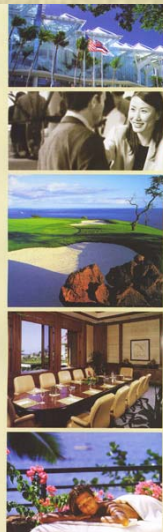


# Corporate Meetings & Incentives

## 2005 Opportunities

- Co-Op Advertising Partners
- MPG listings (20,000 distributed annually)
- E-Marketing Campaigns
- Direct Sales Opportunities
  - 23 targeted CMI Trade Shows
  - 18 client promotional events
  - 8 CMI client educational fairs
  - 5 road show / sales blitz
  - 6 educational events

### MPG



**HAWAII!**  
The Ultimate Global Gathering Place  
meethawaii.com

**Meetings, Conventions & Incentives**  
Official Planner's Guide

**East Coast Region**  
2005 Meeting Planner  
Phone: (808) 521-1234  
Fax: (808) 521-1235  
Email: east@meethawaii.com

**West Coast Region**  
2005 Meeting Planner  
Phone: (808) 521-1234  
Fax: (808) 521-1235  
Email: west@meethawaii.com

**THE ULTIMATE GLOBAL GATHERING PLACE**

### Hawai'i Facts



**NO INCENTIVES ARE SUCCESSFUL HERE!**

**THE STATE OF HAWAII**  
Population: 1.2 million  
Capital: Honolulu on the Island of Oahu  
Statehood: August 21, 1959  
Annual Visitor Revenue: \$487 million  
Average Year-round Temp: 77°F (25°C)  
The Leading Commerce:  
Tourism, Health & Wellness, Advanced  
Medical Research, Engineering &  
Architecture, Ocean & Earth Sciences,  
Aerospace, Defense Technology

**THE HAWAII CONVENTION CENTER**  
The technologically advanced center was designed with input from convention planners to ensure that it offers the utmost in flexibility, state-of-the-art features and Hawaiian ambience.  
Exhibition Hall: 200,000 square ft. (18,181 square m.) divisible into 1 halls with doors on three sides for easy access  
Meeting Space: 150,000 square ft. (13,935 square m.) of total meeting space, including:  
Meeting Rooms: 47 meeting rooms plus 2 presentation theaters with total seating equating 107,425 square ft. (9,980 square m.)  
Grand Ballrooms: 11,259 square ft. (1,047 square m.) with adjacent 7.5-acre meeting garden terrace  
Registration Lobby: 15,000 square ft. (1,392 square m.)  
Executive Boardrooms: 6,132 square ft. (569 square m.)

**MAUI'S MOST ENTICING ISLAND**  
Maui is the only island in the world that offers a complete package of everything you could want in a vacation spot. It's the perfect place for a romantic getaway, a family vacation, or a business trip. Maui is the only island in the world that offers a complete package of everything you could want in a vacation spot. It's the perfect place for a romantic getaway, a family vacation, or a business trip.

**MAUI'S MAGIC ISLE**  
Maui is the only island in the world that offers a complete package of everything you could want in a vacation spot. It's the perfect place for a romantic getaway, a family vacation, or a business trip. Maui is the only island in the world that offers a complete package of everything you could want in a vacation spot. It's the perfect place for a romantic getaway, a family vacation, or a business trip.

**HAWAII'S BIG ISLAND ISLAND OF ADVENTURE**  
Hawaii is the only island in the world that offers a complete package of everything you could want in a vacation spot. It's the perfect place for a romantic getaway, a family vacation, or a business trip. Hawaii is the only island in the world that offers a complete package of everything you could want in a vacation spot. It's the perfect place for a romantic getaway, a family vacation, or a business trip.



**HVCB Hosted Event**